Sights set on disposable lenses

By PATRICIA WINTERS

Contact lenses that are thrown away after a week's wear are about to become the new battleground in the $500 million lens market.

Johnson & Johnson this week will announce it's rolling national its Acuvue disposable contact lens, the nation's first disposable lens. Acuvue was introduced in Florida test markets a year ago.

The lens, marketed by J&J's Vistakon subsidiary, was expanded into California last March. J&J expects the product to be available nationally by mid-July, a spokesman said.

Not to be outdone, contact-lens leader Bausch & Lomb late last week said it was introducing a disposable lens, SeeQuence, in six Florida and California markets with national introduction scheduled for 1989.

SeeQuence is marketed as part of the company's "fresh lens" program.

Lintas:New York created this nigh-tech, informational TV spot to promote Johnson & Johnson's Acuvue disposable contact lenses.

Though contact lenses rarely get TV ad support—with the exception of the lenses that can change eye color—both J&J and Bausch & Lomb are going to tout their new products on the medium.

The J&J spokesman said the company will back Acuvue "with the most extensive campaign ever for contact lenses." Lintas:New York is handling.

The company will use a commercial called "Eye Storm," which was shown in Florida and California markets. It shows a close-up of an eye and, using computer-generated graphics, a developing storm inside the eye. Voice-over explains that, despite cleaning, lenses can build up irritations in the eye. It goes on to explain the health benefits of using disposable lenses.

Print ads and an extensive direct-mail and informational campaign to eyecare professionals will support. Kallir, Philips, Ross handles professional advertising.

Bausch & Lomb says it will test TV spots using a lifestyle approach in some of the markets where its lenses will be marketed. Print will also be used. Avrett, Free & Ginsberg handles consumer ads; ICE Communications, Rochester, N.Y., handles profes-

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Senators back off paid anti-drug ads

By STEVEN W. COLFORD

WASHINGTON—Two U.S. senators abandoned plans for a federally funded, $225 million paid anti-drug campaign that would have undercut the industry's volunteer effort.

The ad industry's ambitious Media-Advertising Partnership for a Drug-Free America may have persuaded the senators to abandon their plan. The partnership has resulted in about $150 million of donated time and space, and has been credited with a marked increase in negative drug-use attitudes among 9-to-12-year-olds.

Lynn Mapes, media director for the partnership, said aides to Sens. Ernest Hollings (D., S.C.) and John Danforth (R., Mo.) told him last week the bipartisan legislation would be withdrawn.

The proposal called for a paid campaign to rival the voluntary program of the partnership, which was formed last year.

Mr. Mapes contended the partnership would evaporate in the face of a rival, paid campaign.

"Sen. Danforth said he had been unaware of the scope of what the partnership is doing, which is probably the largest volunteer effort in history," Mr. Mapes said. "We had a very good meeting, and when it ended, Sen. Danforth said he didn't want to rain on our parade."

Mr. Mapes had a similar meeting with an aide to Sen. Hollings, chairman of the Senate Commerce Committee. He said the aide told him after the meeting that the senator was willing to withdraw the bill if Sen. Danforth agreed.

Late last week, Tom Hedrick, partnership executive director, appeared before the Senate Labor & Human Resources Committee to outline the voluntary campaign's accomplishments of the past 18 months.

The partnership will aim for $500 million in donated time and space in the coming year, Mr. Hedrick said.

He assured the committee's chairman, Sen. Edward Kennedy (D., Mass.), that no paid advertising or even production expenses needed to be funded by anti-drug legislation.

"If we hadn't seen momentum in the private sector, [we] would need" the funding, Mr. Hedrick told Sen. Kennedy.

After the hearing, Mr. Hedrick said the partnership has suggested the $225 million could be better used to help the National Institute on Drug Abuse's telephone hot line, while partnership ads could include the hot line number.

Another idea, he said, would be to buy an hour or two of network prime time for an anti-drug special program.#

Janet Meyers in Washington contributed to this story.

'TV Guide' readies N.Y. cable edition

By PATRICK REILLY

Triangle Publications will launch a cable edition of *TV Guide* for New York City that will serve as a forerunner to similar editions in other metropolitan areas.

Triangle managers late last week were finalizing details of the agreement with four major multiple cable systems, which will distribute the new edition of *TV Guide* to cable subscribers.

With the July 2 cable edition, *TV Guide* will instantly add 50,000 paid circulation in Staten Island, Queens and Brooklyn, whose households are now being wired. Cable subscribers will be charged for the magazine on their monthly cable bills. When the area is completely wired by the early 1990s, an expected 1.2 million households will get the cable edition of *TV Guide*.

"*TV Guide* is always looking at all options for building its business, and this is a natural outgrowth of those interests," said William Deitch, *TV Guide* general manager. *TV Guide* already is the largest paid consumer magazine with 16.9 million weekly circulation.

Although the regular edition of *TV Guide* now carries cable programming listings, the new edition will have a more extensive listing and carry editorial features about cable TV, a four-star movie chart and a cable channel conversion

(Continued on Page 103)

Leaner times bedevil business magazines

Publications act to beef up details about readership

By Neal Weinstock

Facing rising postal and paper costs, business publications are confronting narrowing profit margins.

Ads placed in business magazines grow less useful as distribution consolidates to fewer, larger customers, even though market volume may remain strong. Although many advertisers maintain trade-oriented campaigns in publications targeting their customers in lean times, business publications tend to boom primarily when vendors think a product category or industry segment can or should grow.

"There is a tendency of many corporations to focus on particular customers to the detriment of broadening their customer base. You don't need trades if you sell to a few large buyers, and a lot of fields have consolidated recently. But if you want to broaden distribution, trades are very efficient,' says Dave Green, director-corporate communications at PPG Industries.

U.S. business publications took in $2.23 billion in ad revenues last year, according to Rome Reports, growing 3.7% since 1986. Standard Rate & Data Service categories included in that figure represent every U.S. industry, showing that advertising in business publications—as an indicator of industrial health—outpaced 1987's 2.9% growth in gross national product.

However, it fell behind McCann-Erickson Worldwide's estimated 7.6% growth for total U.S. ad expenditures. Indeed, growth in business magazine ad dollars has dropped behind U.S. advertising expenditure growth since 1985. *(See chart.)*

Is the lag caused by decreasing efficiency in reaching business targets? Is growth in business title numbers bringing page rates down through competition, and actually increasing effectiveness? Or both?

According to the Business/Professional Advertising Association's 1988 survey of trade advertisers, "About 35% of the advertisers' business-to-business budgets went to trade magazines." (The remainder went to company catalogs, trade shows and exhibits, direct mail, publicity, etc.)

That share has stayed constant over the last decade, says BPAA President Ron Coleman. While 55% of the advertisers surveyed increased their total business-to-business budgets in the past two years, only 20% decreased budgets, and 25% remained stable.

However, a study by Business Marketing Research of Eastchester, N.Y., found 69% of the agencies that deal with business magazines say their clients' budgets were up, 12% say budgets were down and 18% say they stayed the same. The study included more than 1,000 respondents.

Competition from other business-to-business media has remained slight. Videocassettes and other audio-visual segments have grown to 4% of BPAA-surveyed budgets, the only real growth media in the '80s. Telemarketing has maintained a steady 1%, says Mr. Coleman, and "trade shows and exhibits were once very high, then they were down, and now they've bounced back a bit [to 12%], and direct mail has also bounced around [8%]."

Slow growth for business magazines is not attributable to competition from other business-to-business ad media. "I was surprised," Mr. Coleman says. "If you had told me that only 1% [of business-to-business advertising] was spent on spot radio or TV, with all the growth we've expected there, I would have said that's crazy. But it's held very low there over the years."

However, the percentage spent on different business-to-business media depends very much on the advertiser's size and the size of its market. "That 1% on TV is conceivably 10% if you look just at people like IBM, Apple or some other companies with broad-base markets and big investor communities. But most organizations are not large enough to make effective use of radio and television," Mr. Coleman says.

The Business Publications Audit of Circulation recently responded to the competition by announcing a new program to audit business-magazine surveys of pass-along readership.

Richard Farrell, BPA chairman and chief of his own corporate-communications business, describes the new service as a response to a need for greater accountability.

"In some way we're seeing the past revisited," he says. "Since . . . the start of the Audit Bureau . . . the trend has been toward the use of audited publications, a lot of which was driven by major advertisers and agencies. Accountability

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became almost automatic. But there's a new type of buyer coming into the market. They're used to looking at television's boxcar numbers—like we deliver counties X, Y and Z.

"Education is very important, teaching these newer agency people how to read circulation statements. And beefing up our audience information even more [is necessary] —pass-along readership is the first thing we'll tackle. We've discussed future projects that will audit magazines' demographics and other research," says Mr. Farrell.

Business magazines worry not only about new media, but about competition within the medium. SRDS measured about 585 business titles in 1987, versus 570 in 1986, 600 in 1985, and 580 in 1984. The BPA counts 2,750 books published in 1987 (only 1,157 are BPA-audited), versus under 2,700 in '86. That growth has come despite an 8% annual attrition rate, meaning about 215 died last year while 266 were born.

"Until 18 months ago," says Mr. Farrell, "there was a historic 4% to 5% attrition rate. Then it shot up. That has something to do with all the mergers in publishing, I think. So I'd say in another 12 months we'll see the attrition rate going back down."

"We have gone through something of a shakeout," says Mr. Green. "Maybe buyers do what they can to take advantage of that. I continue to think the trades are very efficient . . . but the medium is most effective if one has a large enough potential market."

According to Mr. Farrell, although some agencies specialize in trades, tracking and buying them means less profit and more work than leading a client into broadcasting, where the bulk of agency business amortizes costs.

Trade decisions are often made by advertisers themselves or by marketing directors instead of ad directors. It's a much more personal decision for an executive to buy something he is quoted in than on TV or in a national newspaper. And for small-to-medium size companies in growing industries, it's far more effective.

"Half of my clients ask for advice on buying ads in trade magazines," says Michael Geylin, president of Kermish-Geylin PR, New York.

These are questions on a more personal level, Mr. Geylin says, "We have never offered any advertising services or rating of the trades . . . It's something many PR people encounter . . . because we follow the trades in an editorial way, and they [clients] need to know which ones their intended audience is really reading."

The companies that seek Mr. Geylin's advice on ad buying are, "Either the small companies just starting out, or larger companies that are just branching into the field," implying that growth companies and growing industries rely more on business-to-business advertising.

"Trades normally either follow the economy or lead it by about six months . . . Right now you'd expect good linage figures in the medical industry, computers and new electronic industries," says Bill O'Donnell, president of the Association of Business Publishers.

In fact, trade books are seen by many as good barometers of industrial health. By that measure, the major SRDS categories—those with ad revenues more than $20 million—that increased the most in 1987 revenues were: food processing up 18.8%; building up 15.7%; trucking was up 14.8%; waste management increased 14.6%; and drug packaging grew 14.5%.

On the negative side, paper dropped 26.8%; glue—the only category with revenues below $20 million—dipped 20%; oil 19.1%, and real estate decreased 17.7%.

As titles grow in number, however, executive readers face clutter and may well pay less attention to each publication.

SRDS keeps constant watch on about 600 magazines, which represents an ever-shrinking percentage of business titles being published, says Kathren Franolich, general manager of Rome Reports.

SRDS-measured books continue to account for the lion's share of linage. "That's [SRDS] the best general indicator available," says Ms. Franolich. "If issues are growing [in number of titles] faster than what they measure, I wouldn't call that a concentration of the linage into fewer books, it would mean the power stays pretty much where it is."

Business magazine ad revenues lag in growth

($ in millions)

	Total U.S. ad spending*	% change	Ad revenue for business magazines**	% change**	Business as % of total magazine revenues**	Number of business titles**
1987	$109,800(E)	7.60%	$2,231	3.74%	2.03%	585
1986	102,090	7.90	2,150	1.70	2.11	570
1985	94,750	7.90	2,114	15.75	2.23	600

(E) estimate
Source: *Data provided by McCann-Erickson
**Business magazine revenues provided by MMS-Rome Reports

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Latin tango: BBDO Brazilian buy steps on Saatchi toes

By JULIA MICHAELS

SAO PAULO—It was BBDO vs. Saatchi & Saatchi this month in Brazil, and BBDO won.

BBDO Worldwide's deal to buy 19% of Brazil's No. 2 agency is a big setback for the Saatchi brothers in their quest to grow fast in Latin America (AA, May 30).

For years, Saatchi has been trying to get a foot in the door of one of Brazil's top five agencies, but its latest bid—to acquire Alcantara Machado, Periscinoto Comunicacoes, now known as ALMAP/BBDO—was rejected just before the deal with BBDO was closed.

Brazil is strategically important to agencies because the country constitutes half of the ad business in Latin America, sources estimate.

Saatchi now has only one independent agency to shoot for among the top five Brazilian shops—Dualibi, Petit, Zaragoza Propaganda, owned by three local partners who are notoriously independent.

Local sources say the two are talking but are nowhere near an agreement.

However, Roberto Dualibi, partner in the Brazilian agency, denied the agency was talking to Saatchi.

Saatchi was said to be close to sealing the deal with ALMAP. However, last-minute problems and the deadline imposed by BBDO for its own deal pushed ALMAP toward the Omnicom Group agency (AA, May 23).

The deal could shake loose one of J. Walter Thompson Publicidade's most important accounts: Pepsi-Cola Brasil, which recently

M. Imoberdorf

announced plans to spend $120 million on marketing and advertising over the next three years. JWT's only work in Brazil is to reshoot spots created by BBDO New York and do media placement.

"We're in a better position to get Pepsi than we were before," said Eduardo Vargas, BBDO Latin America chairman in Bogota. BBDO is Pepsi's U.S. agency.

ALMAP is said to be valued at $20 million, but details of negotiations with BBDO weren't disclosed. One source said BBDO paid 20 times earnings for its stake, considered a very high price.

Sources in Latin America said Saatchi's offer had been higher, but BBDO was philosophically closer to ALMAP.

The contract with ALMAP gives BBDO an option to buy "a substantial majority stake in two to four years," Mr. Vargas said.

To buy into ALMAP, BBDO had to sell its 47% share of Lage Stabel/-BBDO, Brazil's No. 13 agency. The agency changed its name to Lage Stabel & Magy.

Local sources say LSM President Magy Imoberdorf knew how to make the most of her situation. With BBDO desperate for a bigger presence in Brazil with ALMAP, sources say Ms. Imoberdorf managed to buy back the shares for less than $100,000. Now, Ms. Imoberdorf owns 40% of the agency, and Rony Lage and Jose Carlos Stabel, partners in the agency, share the remaining 60%.

Ms. Imoberdorf wouldn't discuss details of the buyback.

Agency sources say BBDO clients PepsiCo Foods and Gillette Co. will move from LSM to ALMAP/BBDO, which already handles other Gillette business and has previously been a PepsiCo agency.

The Gillette personal-care products account is worth $300,000, while the PepsiCo Foods' Ruffles potato chips and Doritos ad budget totals $700,000, Ms. Imoberdorf said.

ALMAP will continue its informal working relationship with Wells, Rich, Greene. Both agencies handle Pan American World Airways.#

Sponsors add kick to U.S. bid for World Soccer Cup

By JOHN PARRY

ZURICH—Sponsorship opportunities are helping sew up the U.S.' chances of hosting the 1994 World Soccer Cup, sources at the Federation Internationale des Football Associations say.

On July 4, the executive committee of FIFA, soccer's international governing body, will choose the U.S. over Brazil and Morocco for what is arguably the world's most popular sporting event, sources say.

"It seems as though the Americans have got it wrapped up," said Steven Dixon of ISL Marketing, which handles FIFA's marketing program. However, he said, "I've been in this game a long time, and you're never sure until the day."

The three countries vying for the World Cup made final presentations during the week of May 16.

If the U.S. gets the nod as expected, ISL will work closely with a clutch of heavyweight U.S. sponsors (AA, April 11), including Anheuser-Busch, Coca-Cola Co., Gillette Co. and Philip Morris Cos.

Others—including American Express Co., SmithKline Beckman Corp., Union Pacific Railroad Co. and Warner Communications—have intimated they might climb on board when and if the U.S. Soccer Federation wins the bid.

The desire of FIFA President Joao Havelange to have the tournament in the U.S. for the first time along with the corporate muscle of the existing and prospective sponsors appear to have made up FIFA officials' minds, sources say.

Guido Tognoni, a FIFA spokesman, said a five-man inspection team sent by FIFA to visit all three countries in April was impressed with the U.S. facilities.

"They visited 16 stadiums in 13 different locations, and what impressed them most was the space around the stadiums, the good transport facilities and the enthusiasm of the authorities," he said.

U.S. cities visited included Chicago, Los Angeles and New York.

Keith Walker, secretary of the Scottish Football Association and a member of the FIFA group that visited the U.S., told reporters the whole trip had been "very positive."

FIFA officials said the U.S. Soccer Federation guaranteed that it will lay natural turf for the tournament in stadiums that have artificial grass. FIFA rules forbid international games to be played on artificial surfaces.

Mr. Tognoni said World Cup USA 1994, a lobbying group put together by the U.S. Soccer Federation to aid in the bid, wasn't involved in the final phase of the negotiations.

"We deal with national federations, not lobbying groups," he said.

Brazil has shown the FIFA investigators 12 stadiums, some of which are in disrepair, sources say.

Morocco has two new stadiums in Casablanca and Rabat, and has promised to build another nine if FIFA gives the World Cup to Africa for the first time.#

World News Roundup

(Continued from Page 3)

vertising. Saatchi had to resign the account when its client Procter & Gamble bought Richardson-Vicks and the agency acquired accounts competitive with Roc's skincare products.

PARIS—Douwe Egberts, part of Sara Lee Corp., moved its estimated $10.4 million Maison du Cafe et Bresil coffee roaster account to DDB Needham from HDM.

HAMBURG—Elida Gibbs, a Unilever subsidiary, is introducing Axe, its first men's shampoo, in West Germany with an estimated $6 million campaign by Lintas:Hamburg.

MONTREAL—Atlantique Video & Sound chose Prism Communications here to handle its $3.2 million account that previously was handled in-house.

TORONTO—Royal LePage, a real estate group, moved its $2.4 million residential division account to Baker Lovick from Saatchi & Saatchi Compton Hayhurst. Ogilvy & Mather and Palmer Jarvis & Associates also pitched for the account.

BUENOS AIRES—Fuddruckers, a San Antonio, Texas-based fast-food franchiser, opened its first outlet in Argentina last week. MPM Comunicaciones handles.

LONDON—Wm. Wrigley Jr. Co. is moving its chewing gum brands in Italy, Spain and West Germany to BBDO Worldwide from Foote, Cone & Belding due to a conflict with FCB's new U.S. assignment for Nabisco Brands' Care*Free sugarless gum.

BUENOS AIRES—The Fiat Uno, manufactured under license by Sevel Argentina, will be launched here later this year with a multimedia campaign by Pragma/FCB.

World's product parity perception high

Ads addressing consumers' lifestyles needed

By NANCY GIGES

NEW YORK—A new study by BBDO Worldwide shows that two-thirds of consumers surveyed in 28 countries considered brands in 13 product categories to be at parity.

That's no surprise to Bruce Meyers, BBDO exec VP-director of research services, who conducted a similar study—with similar findings—in the U.S. three years ago.

What that means for agencies, Mr. Meyers said, is that advertising can't focus solely on product performance but also must relate the product to a person's life in an important way.

"An agency must bring in the 'you' imagery," he said.

Mr. Meyers said he expected such findings not only because of real product parity but also because of the explosion of brand proliferation accompanied by advertising and promotion.

He anticipates the figures will rise by the time BBDO does a follow-up study.

Working through its own research facilities, BBDO conducted interviews for product categories ranging from airlines to cigarettes to credit cards to coffee. The phone survey, which was done last fall, involved 150 people from each of the 28 countries.

Perceived parity averaged 63% for all categories in all countries. The Japanese have the highest perception of parity across all product categories at 99% and Colombians the lowest at 28%.

Viewed by product category, credit cards have the highest parity perception at 76% and cigarettes the lowest at 52%.

In reporting the results, BBDO clustered countries that exhibited similar levels and patterns of parity perceptions.

The highest figures—an 83% average—came from the Asia/Pacific region, including the countries of Australia, Japan, Malaysia and South Korea, and, though not part of the region, France.

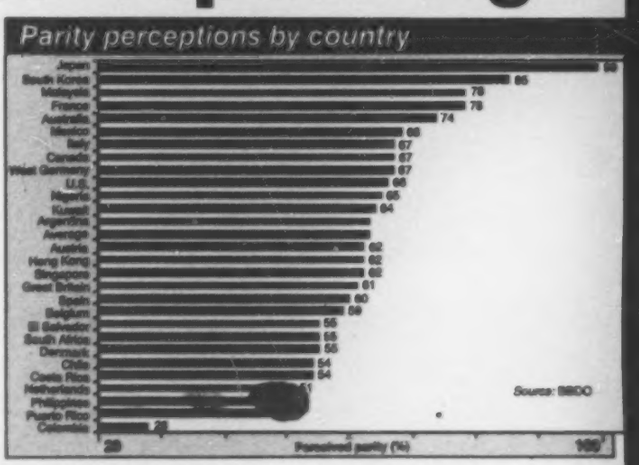
Mr. Meyers said France wasn't a surprise when one thinks of the highly emotional, visual advertising found in that country, advertising that's similar in feeling, if not in execution, to Japanese advertising.

The next cluster, described as U.S.-influenced markets—averaging 65%—included Argentina, Canada, Hong Kong, Kuwait, Mexico, Singapore and the U.S.

The third cluster, primarily European countries—averaging 60%—included Austria, Belgium, Denmark, Italy, the Netherlands, South Africa, Spain, the U.K. and West Germany.

Parity perceptions were lowest (48%) in Hispanic markets, including Chile, Colombia, Costa Rica, El Salvador, the Philippines and Puerto Rico.

BBDO segmented categories into traditional products—bar soap, dry soup, paper towels and snack chips—which scored an average parity of 71%; contemporary products—airlines, colas, personal computers, shampoos and TVs—which scored 59%; and hedonistic products—beer, cigarettes and coffee—which scored 55%. (Credit cards weren't clustered.)

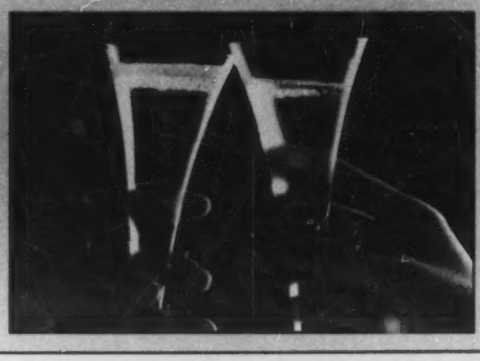


Allen Rosenshine, president-ceo of Omnicom Group, BBDO's parent, used the data to support the contention in a speech last month that "we are most certainly doing a parity dance" around the world.

He maintained that another factor contributing to actual product parity is the notion of growing consumer parity in the global market.

"Now here's where our dance

(Continued on Page 68)



Bubble machines

Volkswagen Carat takes on its biggest competitor and Argentine market leader Renault in this TV campaign, via David Ratto/BBDO, Buenos Aires. While the French are good at making champagne, the ad claims, the Germans are good at making cars. The ad encourages consumers to indulge in the best of both, telling buyers of new German cars to celebrate with French champagne.

GB-Inno grows out of Belgium

Retailer primed for European expansion

By PAUL MONTGOMERY

BRUSSELS—The company has possibly the world's strangest name—GB-Inno-BM—but, as Belgium's biggest retailer, its position isn't strange at all.

GB-Inno is primed for 1992, when the last trade barriers among the 12 European Economic Community countries will be dissolved, making Europe one market.

The $3.7 billion retail group, with stores ranging from supermarkets to giant toy stores to fast-food outlets, is executing an aggressive two-prong strategy. It's seeking solid local partners for rapid foreign expansion, and at the same time, it's growing at home through franchising and acquisition to circumvent stiff Belgian restrictions on big companies opening new stores.

GB-Inno was founded in the late 19th century as Grand Bazaar, Belgium's first department store. Now it boasts stores in eight countries under names such as Quick and Pizza Hut (fast-food chains); Vetir (clothing stores in France); Handy Andy and Scotty's (home improvement stores in the U.S.); and Nopri, Sarma and Unic (supermarkets).

The plan seems to be working so far. GB-Inno-owned companies control 15% of Belgium's retail sales, and Quick is ahead of McDonald's Corp. in Belgium, France and Luxembourg, and is second in many other major European markets.

The company last fall bought J.C. Penney Co.'s two Belgian supermarket chains, Sarma and Nopri, for $35 million. In other markets it has found a number of partners—Whitbread in the U.K., Penney in Belgium, Casino hypermarkets in France and a home improvement operator in Spain.

GB-Inno is No. 22 among retailers in sales in Europe, just behind Sears, Roebuck & Co. and the U.K.'s Boots Co., a drugstore chain and pharmaceuticals marketer.

Baron Francois Vaxelaire, chairman of GB-Inno and a descendant of one of the company's founding families, said the corporate strategy of partnering local companies in business ventures in new markets is key to its success. "A foreigner doesn't have a future," he said.

More than 80% of the company's 1987 net income of $50 million came from Belgium, but Baron Vaxelaire said, "We will continue to advance over our own frontiers."

The baron aims to double the company's profits within five years. Last year's profits were up 23.7% from 1986.

Eric Decroix, marketing manager for mass retail operations, executes GB-Inno's tactics. In a country where executives are still commonly promoted on the basis of seniority, GB-Inno is noted for grabbing high fliers.

Mr. Decroix, 35, worked his way up at Procter & Gamble Co. and was the first Belgian to become head of marketing at P&G Belgium. GB-Inno recruited him four years ago through a headhunter—an almost unheard-of occurrence in Belgium.

Already he has stepped up advertising for the supermarkets and begun an image campaign, a new tactic for retailers in this market.

GB-Inno's fastest-growing business is the Quick hamburger chain, started in 1970.

Patterned after McDonald's but with European touches, such as croissants instead of Egg McMuffins and french fries with mayonnaise, Quick is already ahead of the U.S. fast-food giant in a number of areas in Belgium, France and Luxembourg. This year, Quick plans to open 19 restaurants in Belgium, France and the U.K., for a total of 141 European units.

To speed up U.K. development, Quick last year went into partnership with the U.K. brewer Whitbread. Quick also has contracted with Casino hypermarkets in France to install fast-food Quick outlets in hypermarket parking lots.

In other areas, GB-Inno in the past year has bought 40% of Vetir, a local clothing marketer in France, and gone into partnership with a Spanish group to develop home improvement stores in Spain.

Exploiting its fast-food experience, GB-Inno is also the Belgian franchisee for PepsiCo's Pizza Hut chain.

The Penney deal gave GB-Inno the Nopri franchise supermarket chain of 194 stores and 49% of 73 Sarma convenience stores with the right to buy the rest of Sarma from Penney within five years.

Other major GB-Inno franchise operations in Belgium include 328 Unic supermarkets, the Christiansen toy chain and Brico home improvement stores.

Its own GB-Inno supermarkets and hypermarkets account for 8% of all retail trade in Belgium.

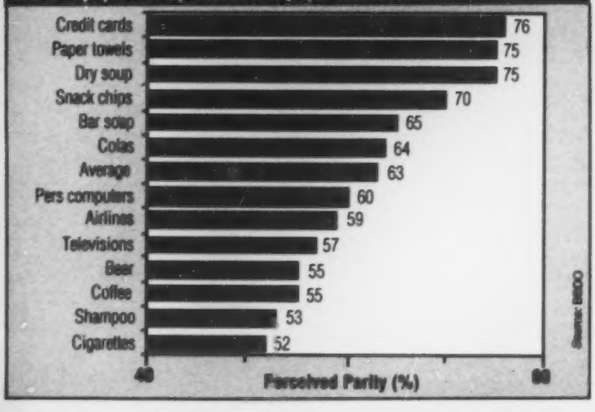
The GB-Inno supermarkets are stepping up their advertising, hiring former Quick agency DDB Needham Worldwide here to do an image campaign in a series of print ads that stress the quality of wine and meat sections.#

GB-Inno revenue and earnings

Year	Revenue	Earnings
1984	$2.3 billion	$28.6 million
1985	2.4 billion	18.5 million
1986	2.4 billion	26.7 million
1987	2.5 billion	36.2 million
1988	2.6 billion*	41.9 million*

Source: GB-Inno
All figures converted with 52.5 Belgian francs equal to $1.
*GB estimate

Parity perceptions by products



Worldwide parity

(Continued from Page 66)

begins to go in circles. If people are everywhere essentially the same, if they have the same attitudes and desires, which in turn can be fulfilled by the same products, then marketers are going to deliver sameness, benefiting as they do from enormous economics of scale," he said. "Perceived consumer parity becomes a cause of actual and, therefore, perceived brand parity."

This often leads to parity in advertising, he said. That's ironic because it's the "very purpose of advertising to differentiate brands in the consumer's mind and to minimize brand parity where it does exist."

Mr. Rosenshine said this leads to the often-debated question of whether global messages—solely addressing consumer commonalities—can overcome pre-established levels of perceived brand parity—or whether global advertising will make the problem worse.#

Stalled relationship with Y&R halted

CDP drives toward U.S.

By LAUREL WENTZ and NANCY GIGES

The sale of Young & Rubicam's 37% interest in Collett Dickenson Pearce's CISA European network is no surprise. After all, it became clear a year after the linkup in 1983 that Y&R had provided nothing more than an investment role.

Collett Dickenson Pearce is eyeing the U.S. now that the agency has built up a European network. The U.S. entry, which CDP Chairman John Spearman said he hopes to accomplish within a year, will be without Y&R.

A key intention at the start was for Y&R to serve as a matchmaker to help CDP form a European network.

However, cultural and personality clashes between the prospective partners, as well as disagreements over who would hold the controlling interest in member agencies, apparently nixed any deals that Y&R tried to facilitate.

One anticipated linkup that failed to materialize was with Boulet, Dru, Dupuy, Petit, Paris.

Eventually, CDP found affiliates on its own. By then, Y&R changed priorities as its own network became stronger in Europe, and the New York-based agency began to view its role as purely one of investment.

Until this month, Y&R owned 37% of CISA, the Luxembourg-based holding company that owns 100% of the CDP agency in London and stakes in three other European agencies. Y&R's initial interest in using CDP to build a second international network dwindled as Y&R formed new networks with France's Havas Conseil and Japan's Dentsu, sources said.

Y&R's strategies changed. For example, Prins Meijer Stamenkovits & van Walbeek, Amsterdam, 40% owned by Y&R and bought to be added to CDP's network, was instead merged with Y&R Amsterdam.

Y&R Europe President Joe DeDeo, who was largely responsible for putting the CDP deal together, said Y&R considered the CDP stake an investment.

At the start, however, Y&R sources were calling the deal "bigger than Dentsu."

"Y&R has been a good and sympathetic partner, with moral support as much as anything else," Mr. Spearman said. Y&R's 1983 acquisition of part of the agency enabled CDP to buy itself back from Hambros Bank, a U.K. merchant bank that owned 75% of CDP, he said.

Privately, Y&R sources admitted the whole effort was one in which "no part of the mixture seemed to work." That was why Y&R stepped back from an active role.

CISA now owns a majority share in Italian agency Canard and Spanish agency Grupo Barro and a minority share in France's Alice. West German agency Springer & Jacoby became an affiliate agency this year, but no equity changed hands.

Mr. Spearman said it would be "confusing" to have a U.S. agency as an investor in the agency as well as another U.S. partner. He wouldn't elaborate on the status of any discussions toward a U.S. deal.

CDP could be better off in the U.S. without Y&R, judging by Y&R's experience with its recent investment in Lord Einstein O'Neill & Partners, the breakaway agency from Lord, Geller, Federico, Einstein. Y&R's minority ownership may be causing Lord Einstein some problems in pursuing clients.

For instance, Y&R's Eastman Kodak Co. business reportedly was a factor in Lord Einstein's decision not to pursue the Fuji Film account.#

May consumer magazine ad linage

	Current month 1988	Current month 1987	Year-to-date 1988	Year-to-date 1987
Auto/cycle/rec. vehicles				
ATV Sports	31.0	41.4	150.1	211.1
Autoweek (52X)	229.3	146.4	831.8	690.6
Car & Driver	126.7	121.5	518.7	459.4
Car Collector & Car Classics	18.3	22.2	86.5	88.8
Car Craft	108.5	114.1	396.3	413.2
Circle Track	111.5	96.1	428.8	375.1
Cycle World	61.7	65.5	251.2	294.9
Dirt Rider	45.3	40.0	196.6	226.2
Dune Buggies & Hot VWs	81.0	77.7	362.2	370.0
Family Motor Coaching	161.9	155.6	872.3	780.2
4 Wheel & Off-Road	100.4	111.1	408.4	410.1
Four Wheeler	102.0	99.0	426.0	418.0
Hot Rod	141.4	105.9	479.1	377.6
Motorcyclist	70.8	68.1	252.1	255.1
Motor Trend	101.4	116.4	434.7	399.2
Motorhome	100.1	100.1	437.6	414.2
Rider	60.7	61.9	213.8	231.9
Road & Track	109.7	122.3	544.7	483.2
Trailblazer	55.3	47.0	260.3	219.0
Trailer Life	105.5	124.8	465.0	517.2
Total Group	**1,922.4**	**1,837.0**	**8,016.1**	**7,635.0**
% change	**4.6%**		**5.0%**	
Boating & yachting				
Boating	—	—	—	—
Chesapeake Bay	59.8	47.0	242.2	217.3
Cruising World	114.9	113.3	596.5	594.7
Lakeland Boating (11X)	91.0	81.5	445.9	386.2
Motor Boating & Sailing	158.6	168.6	894.7	923.1
Sail	112.7	115.9	543.0	592.4
Small Boat Journal(6X)	48.0	60.5	157.9	183.4
Trailer Boats(11X)	80.6	58.4	394.2	327.6
Western Boatman(6X)	55.9	40.1	165.5	122.5
Yachting	135.4	149.7	764.9	758.9
Total Group	**956.9**	**835.0**	**4,204.8**	**4,106.1**
% change	**2.6%**		**2.4%**	
Civic/fraternal				
American Legion	32.8	26.5	178.2	162.2
Elks (10X)	16.7	17.4	87.6	105.9
Kiwanis	11.8	18.3	66.9	90.0
Lion (10X)	7.3	8.5	31.8	41.7
Rotarian	14.9	16.2	79.5	76.7
V.F.W. (11X)	26.3	27.5	153.8	127.5
Total Group	**109.8**	**114.4**	**597.8**	**604.0**
% change	**-4.0%**		**-1.0%**	
General				
American Health (10X)	80.3	77.2	300.8	293.9
American Heritage (8X)	39.7	56.8	141.2	113.0
American West (6X)	—	—	80.5	72.5
The Atlantic A.	—	—	—	—
Bon Appetit A.	95.2	91.9	386.9	405.6
Cable Guide	40.3	21.2	165.0	116.6
Changing Times	58.1	70.8	305.7	330.9
Conde Nast's Traveler	59.9	—	252.1	—
Connoisseur	121.2	91.9	436.6	357.4
Consumers Digest (6X)	24.7	21.5	68.0	75.3
Ebony	123.5	99.7	509.0	445.2
Fifty Plus	26.3	41.4	164.9	178.4
Food & Wine	71.2	62.1	267.3	266.4
Games (6X)	—	—	50.3	46.3
Golden Years	28.5	29.1	199.7	139.9
Gourmet	125.9	127.2	508.9	492.0
Harper's A.	44.0	24.3	170.6	161.7
Harrowsmith (6X)	51.8	41.0	176.0	145.6
Let's Live	54.0	43.0	263.0	231.0
Life	56.0	41.9	254.8	232.6
Mature Outlook	—	—	—	—
Modern Maturity (6X)	—	—	76.2	98.2
Money	133.9	134.3	595.5	639.3
Money Maker	—	—	15.3	11.0
Mother Jones (9X)	—	—	—	—
National Geographic	23.9	29.8	127.3	99.4
National Geographic Traveler(4X)	—	—	43.0	44.3
Natural History	35.9	28.4	198.9	180.6
Prevention	55.2	58.2	294.6	322.2
Psychology Today	26.5	33.0	148.2	156.2
Reader's Digest A.	140.8	151.9	548.9	490.7
Saturday Evening Post (9X)	40.7	47.6	150.5	169.4
Smithsonian	95.1	97.5	459.5	403.5
Sylvia Porters Personal Finance (10X)	31.5	41.7	164.5	210.8
Town & Country	142.2	124.3	653.3	575.8
Travel-Holiday	57.1	53.6	295.0	304.9
Travel & Leisure	145.9	119.0	587.4	509.1
Vanity Fair	104.4	64.9	408.5	272.8
Writer's Digest	33.2	28.7	146.3	135.6
Yankee	90.7	87.2	403.0	409.1
Total Group	**2,267.6**	**2,040.9**	**10,017.2**	**9,137.3**
% change	**11.1%**		**9.6%**	
Home				
Americana (6X)	14.3	17.4	51.8	69.2
Architectural Digest A.	190.3	154.8	743.2	592.3
Better Homes & Gardens	155.3	146.1	576.5	559.4
Colonial Homes (6X)	68.3	73.7	178.1	184.8
Columbus Monthly-Homes (4X)	—	—	79.5	52.4
Country Home (6X)	52.9	61.3	155.6	149.3
Country Living	104.0	105.4	442.0	438.0
Family Handyman (10X) A.	72.2	63.9	268.1	277.5
Florida Home & Garden	—	—	—	—
Flower & Garden (5X)	—	—	101.9	104.4
Home	64.3	77.0	304.8	278.5
Home Mechanics	77.6	57.4	278.1	299.0
The Homeowner (10X)	—	—	—	—
Horticulture	42.7	46.8	232.1	208.5
House Beautiful	—	—	—	—
House & Garden	130.1	108.6	464.6	454.6
Metropolis	96.6	79.2	271.7	256.5
Metropolitan Home	94.5	72.0	453.6	336.7
1,001 Home Ideas	65.2	57.7	286.7	265.8
Organic Gardening	41.9	43.3	282.7	299.8
Phoenix Home/Garden	72.7	69.7	398.3	374.7
Practical Homeowner	46.0	42.8	229.3	236.3
San Diego Home/Garden	118.7	106.8	451.3	352.1
Southern Accents (6X)	131.6	108.9	354.1	288.8
Southern Living	167.3	157.2	657.6	629.9
Sunset Magazine A.	163.1	168.9	662.6	609.5
Workbench (6X)	36.5	36.8	126.3	145.9
Total Group	**2,006.9**	**1,855.4**	**8,052.2**	**7,483.9**
% change	**8.1%**		**7.9%**	
In-flight & other passenger				
Aboard Group (7X)	33.4	24.0	93.6	76.1
Alaska Airlines	55.6	56.8	279.4	274.4
America West Airlines	81.0	41.3	324.8	212.7
American Way (24X)	157.9	105.9	666.1	475.5
East/West Network:				
Continental	46.8	—	240.8	—
Eastern Review	55.7	69.8	283.9	384.6
Northwest	44.0	44.5	203.5	218.8
Pan Am Clipper	49.9	50.0	216.4	208.1
Spirit	60.1	54.2	309.9	290.7
TWA Ambassador	46.8	53.0	236.2	240.3
Vis 'A Vis	56.1	57.2	260.6	293.0
Halsey Publication:				
Delta Sky	83.7	84.3	409.2	390.0
Pace Communications:				
Piedmont Airlines	120.0	104.2	465.8	432.5
US Air	61.8	57.0	326.7	228.5
Spirit of Aloha (6X)	20.6	28.6	102.5	157.4
Total Group	**973.3**	**830.8**	**4,419.4**	**3,882.7**
% change	**17.2%**		**13.8%**	
Men's				
Esquire A.	101.3	94.0	426.8	415.0
Firehouse Magazine	41.0	31.5	202.3	195.3
Gentlemen's Quarterly A.	155.1	142.2	767.2	668.5
M Magazine	54.0	50.0	344.1	335.2
Muscle & Fitness	118.5	131.5	599.1	595.0
Penthouse A.	40.3	46.0	217.9	202.3
Playboy A.	53.5	81.5	248.7	268.5
Salute (10X)	22.9	24.7	107.0	77.4
Total Group	**586.7**	**601.4**	**2,915.1**	**2,757.2**
% change	**-2.5%**		**5.7%**	
Metropolitan				
Aloha (6X)	25.2	30.5	98.6	96.6
Atlanta	85.3	70.7	329.1	285.2
Baltimore	88.6	74.9	334.6	355.6
Boston	160.8	180.6	719.6	741.1
California	72.3	68.2	314.1	288.4
Chicago	106.0	114.3	506.4	494.3
Chicago's North Shore	93.3	95.5	440.1	401.9
Cincinnati	53.0	65.5	235.8	270.7
Cleveland	69.5	81.3	292.5	362.1
Coast (39X)	—	—	—	—
Columbus Monthly	74.3	69.8	344.4	313.8
Connecticut	113.0	101.2	511.5	493.7
D/Magazine	73.7	112.4	437.2	542.5
Denver	40.0	40.7	177.7	161.5
Detroit Monthly	91.4	66.8	398.2	281.8
Grand Rapids	39.7	33.0	180.5	178.7
Gulfshore Life (10X)	58.0	52.0	452.0	427.5
Honolulu	63.9	73.1	293.0	288.3
Houston Metropolitan Mag	66.2	82.2	316.6	354.0
Louisiana Life	—	—	—	—
Madison	58.0	66.5	218.0	316.6
Memphis	95.0	82.0	385.0	372.0
Mid Atlantic Country	46.8	43.6	155.7	191.1
Milwaukee	62.5	61.7	210.4	208.1
Minneapolis/St. Paul	103.2	103.5	488.4	497.5
Nashville	53.0	26.0	231.0	231.0
New England Monthly	59.0	60.4	237.7	211.3
New Jersey Monthly	105.9	84.6	482.7	422.0
New Mexico	32.9	30.5	192.4	141.0
Ohio	71.8	66.8	263.3	279.0
Oregon (6X)	—	—	—	—
Orlando	78.7	80.0	440.3	457.8
Palm Beach Life	35.8	32.7	390.7	417.3
Palm Springs Life	101.5	90.8	649.5	625.7
Philadelphia	149.6	141.7	707.5	673.1
Phoenix	62.1	61.9	296.8	359.2
Pittsburgh	66.0	61.2	335.7	310.4
St. Louis	64.8	65.8	266.6	264.0
San Diego	143.0	130.0	895.3	823.2
San Francisco Focus	112.5	136.0	446.1	475.4
South Florida Magazine	—	—	—	—
Texas Monthly	103.7	117.9	465.1	467.5
Twin Cities	67.8	68.4	337.0	293.3
The Virginian (6X)	60.3	60.0	179.8	174.6
Washington (7X)	94.1	85.0	215.7	181.0
The Washingtonian	190.0	160.1	774.1	754.3
Total Group	**3,392.3**	**3,329.7**	**15,648.8**	**15,494.0**
% change	**1.9%**		**1.1%**	
Music/entertainment				
Audio	83.6	96.0	408.1	391.6
Dance Magazine	70.7	67.3	307.4	299.9
Playbill	76.0	59.7	255.6	223.9
Stereo Review	—	—	—	—
Video Magazine	49.0	66.5	293.0	354.7
Total Group	**279.4**	**289.5**	**1,264.2**	**1,270.2**
% change	**-3.5%**		**-0.5%**	
Outdoor & sport				
Alaska	32.1	49.6	195.3	193.6
The American Handgunner (6X)	51.0	45.0	148.0	127.0
American Hunter	28.1	12.4	105.2	89.1
American Rifleman	21.5	17.3	119.6	121.3
Bass Master (10X) A.	80.8	51.2	483.1	396.6
Bicycling (9X)	154.7	121.3	519.1	419.6
Ducks Unlimited (6X)	24.4	32.5	67.6	71.6
Field & Stream	92.6	90.7	499.7	448.9
Fins & Feathers A.	30.9	35.4	116.1	210.9
Fishing World (6X)	41.1	37.8	152.5	149.5
Florida Sportsman	126.7	127.2	760.7	715.7
Golf Digest	120.5	140.5	591.3	549.5
Golf Magazine	82.6	53.5	594.8	449.9
Gun Dog (6X)	34.4	28.9	99.7	89.6
Guns	38.0	27.0	172.0	136.0
Guns & Ammo	37.8	46.5	226.2	218.1
In-Fisherman (5X)	—	—	294.0	276.0
Outdoor Life	104.5	98.1	439.0	430.5
Outside Magazine	—	—	—	—
Petersen's Hunting	44.5	42.1	224.7	215.7
Runner's World (12X)	35.0	61.9	173.9	199.7
Salt Water Sportsman	116.2	102.8	688.6	617.8
Sierra (6X)	52.7	34.5	130.7	116.7
Shooting Times	31.2	34.6	184.0	169.8
Ski (8X) A.	—	—	293.4	252.2
Skiing (7X) A.	—	—	263.1	203.3
Skin Diver	126.8	108.6	566.7	503.0
Southern Outdoors (9X)	55.8	49.4	343.8	266.1
Southern Saltwater(8X)	37.5	45.6	208.9	143.2
Sport	—	—	—	—
Sports Afield	101.2	96.6	434.2	504.2
Tennis	100.1	97.9	384.2	341.9
Waterski (8X)	80.0	77.3	304.0	203.3
Western Outdoors (10X)	40.6	48.1	264.6	251.0
Wildfowl (6X)	—	—	29.5	16.7
WindRider	58.7	57.0	154.6	114.0
Wing & Shot (8X)	13.0	10.5	41.2	31.0
World Tennis	52.4	38.0	300.8	128.8
Total Group	**2,047.2**	**1,917.8**	**10,574.8**	**9,371.8**
% change	**6.7%**		**12.8%**	
Photography				
American Photographer	27.5	52.2	145.6	172.8
Petersen's Photographic	30.1	33.0	126.1	134.6
Popular Photography	83.9	72.0	404.6	325.4
Total Group	**141.5**	**157.2**	**676.3**	**632.9**
% change	**-10.0%**		**6.9%**	
Science/electronic/mech				
Discover	28.2	44.3	186.2	226.1
Family & Home Office Computing	43.3	32.4	219.6	227.8
Omni	70.1	66.0	300.0	286.3
Personal Computing	192.1	178.5	1,124.5	685.0
Popular Mechanics	101.7	116.9	432.5	470.9
Popular Science	82.4	102.0	362.7	370.3
Scientific American	36.6	73.5	190.4	205.6
Spectrum	58.8	66.5	313.0	335.6
Total Group	**613.2**	**680.0**	**3,128.8**	**2,807.6**
% change	**-9.8%**		**11.4%**	
Women/fashion/service				
Bride's Magazine (6X) A.	365.6	327.9	1,069.2	909.8
Cosmopolitan A.	261.3	243.2	975.6	1,008.2
Elle Magazine	190.7	177.1	885.6	806.8
Essence	93.8	100.1	369.0	381.3
Family Circle (17X) A.	123.3	104.3	689.6	564.8
Glamour	179.1	206.1	845.0	947.2
Good Housekeeping A.	154.2	193.8	628.2	702.9
Harper's Bazaar	94.9	117.4	568.7	662.3
Health	42.4	47.4	198.0	218.8
Ladies' Home Journal	110.5	110.6	527.9	503.8
Mademoiselle	184.0	175.1	705.9	753.9
McCall's	73.0	107.2	383.2	467.8
Military Lifestyle	94.2	38.5	259.2	225.3
Modern Bride (6X)	—	—	852.9	817.4
Ms.	36.3	33.5	155.6	177.5
New Woman	99.3	101.5	429.9	409.4
Parents Magazine A.	125.0	130.8	504.6	520.5
Redbook	107.1	127.1	493.3	487.8
Savvy	43.6	38.7	218.9	183.2
Self	134.7	117.6	518.8	503.9
Seventeen	119.1	110.9	569.2	596.8
Shape	88.7	76.0	363.0	356.9
Soap Opera Digest (26X)	28.8	20.5	119.5	94.1
Soap Opera Update	17.3	—	58.0	—
Teen Magazine	63.8	70.9	247.8	263.1
True Story A.	40.8	47.7	225.7	238.4
Vogue	207.2	227.9	1,283.2	1,296.0
W Magazine	97.6	69.1	610.1	577.4
Weight Watchers	30.8	29.2	181.8	159.9
Woman (10X)	—	—	128.6	99.0
Woman's Day (16X) A.	182.3	94.0	678.3	590.0
Women's Sports & Fitness	—	—	—	—
Workbasket	19.0	23.7	131.3	160.4
Working Mother	75.2	87.0	343.9	389.9
Working Woman	97.3	131.0	457.9	490.9
Total Group	**3,580.8**	**3,485.8**	**16,875.4**	**16,585.2**
% change	**2.7%**		**0.7%**	
Youth				
Boys' Life	14.8	15.8	85.5	74.2
Campus Life (10X)	29.0	32.3	219.8	214.3
Total Group	**43.8**	**48.1**	**305.3**	**288.5**
% change	**-8.9%**		**5.8%**	
Business/national				
Barron's	227.1	219.5	959.5	1,030.8
Black Enterprise	67.5	42.8	334.8	266.3
Business Week (52X) A.	457.0	409.5	1,735.4	1,696.0
Business Month	43.8	38.0	179.3	140.6
Financial World (26X)	71.5	55.4	299.7	308.5
Forbes (26X)	356.6	262.8	1,310.2	1,234.0
Fortune (26X)	167.5	227.8	1,149.4	1,096.6
Frequent Flyer	45.0	67.6	259.6	274.8
Futures	56.1	39.9	287.7	247.6
Inc. Magazine	121.7	152.9	426.4	436.9
Income Opportunities	93.8	80.6	396.7	339.9
Industry Week (25X) A.	92.1	99.3	386.0	369.2
Nation's Business (12X) A.	49.7	42.5	187.8	144.2
Personal Investor (6X)	—	—	—	—
Venture	57.0	71.9	319.2	319.0
Total Group	**1,908.4**	**1,810.4**	**8,231.6**	**7,906.4**
% change	**5.3%**		**4.1%**	
Business/regional				
Advantage-Nashville's Bus. Mo.	49.0	56.0	291.0	260.0
Arizona Bus. Gazette (52X)	57.6	81.3	398.1	333.5
Baltimore Bus. Jrnl.	99.8	73.8	422.4	410.5
Boston Bus. Jrnl. (52X)	174.6	136.7	665.8	610.9
Bus. First of Buffalo	78.9	61.9	334.3	300.7
Bus. First of Columbus	134.8	108.1	423.5	485.3
Bus. Jrnl.-Milwaukee	165.8	113.1	670.5	564.5
Bus. Jrnl.-Sacramento	73.7	75.0	392.4	293.8
Bus. North Carolina	50.0	53.0	174.0	201.2
Capital Dist. Bus. Review (52X)	88.2	61.0	403.6	295.0
Caribbean Business	—	—	—	—
Cincinnati Bus. Courier	—	—	—	—
Corporate Rpt. Kansas City	26.5	25.4	91.5	98.5
Corporate Rpt. Minnesota	73.0	76.0	344.0	357.0
Crain's Chicago Bus. (52X)	185.0	155.0	732.2	717.0
Crain's Cleveland Bus. (52X)	95.3	80.0	337.1	288.5
Crain's Detroit Bus. (52X)	96.4	77.0	384.2	362.5
Crain's New York Bus. (52X)	68.0	34.0	258.0	161.0
Florida Trend (13X)	46.0	61.9	348.8	432.6
Georgia Trend	48.0	48.8	355.3	294.1
Grand Rapids Bus. Jrnl.	72.7	40.5	255.3	213.4
Hawaii Business	—	—	—	—
Houston Bus. Jrnl. (52X)	94.0	66.0	380.0	281.0
Indianapolis Bus. Jrnl. (52X)	183.5	146.9	694.6	663.4
Kansas City Bus. Jrnl.	71.9	86.7	505.8	459.3
Manhattan Inc.	81.3	88.5	302.0	372.6
New England Bus. (26X) A.	—	—	—	—
New Orleans City Bus.	45.4	57.4	246.0	275.0
Pacific Bus. News (52X)	104.7	123.0	509.2	549.5
Philadelphia Bus. Jrnl. (52X)	—	—	—	—
Pittsburgh Bus. Times (52X)	99.1	101.7	494.3	470.5
Providence Bus. News	111.0	73.0	394.1	297.3
Regardie's/Washington	143.3	158.0	736.0	709.0
San Diego Bus. Jrnl. (52X)	—	—	—	—
San Jose Bus. Jrnl.	—	—	—	—
South Florida Bus. Jrnl.	67.7	87.3	358.3	457.4
St. Louis Bus. Jrnl. (52X)	138.7	140.8	571.8	625.7
Texas Business	30.3	26.1	132.1	155.2
Warfields Monthly Baltimore	72.0	80.8	333.9	329.0
Total Group	**2,926.2**	**2,654.8**	**12,940.1**	**12,325.0**
% change	**10.2%**		**5.0%**	
National Sunday magazines				
Parade (52X)	60.6	47.1	271.0	250.2
USA Weekend (52X)	45.1	40.0	246.0	207.5
Vista Magazine	20.4	12.6	79.2	52.0
Total Group	**126.1**	**99.6**	**596.2**	**509.7**
% change	**26.5%**		**17.0%**	
Newspaper Sunday magazines				
Boston Globe	244.0	270.0	997.0	1,027.0
Chicago Tribune	115.9	114.0	526.0	545.1
Cleveland Plain Dealer	86.2	95.7	340.0	312.3
Columbus Dispatch	29.8	31.2	139.4	193.8
Detroit Free Press	95.4	89.5	271.8	280.2
Detroit News	75.0	80.0	301.0	343.0
L.A. Times	68.5	49.9	372.0	310.0
Louisville Courier-Jrnl.	31.0	62.0	169.0	281.0
Miami Herald	—	—	—	—
New York Times Mag.	341.1	414.5	1,672.6	1,714.8
Philadelphia Inquirer	100.3	71.8	403.5	347.8
Seattle Times	92.0	72.0	331.0	286.0
St. Louis Post Dispatch	97.2	97.3	378.4	383.0
Toledo Blade Magazine	83.2	41.9	212.5	216.0
Washington Post	200.4	158.3	621.2	693.8
Total Group	**1,859.9**	**1,848.2**	**6,735.4**	**6,933.8**
% change	**0.7%**		**-2.9%**	
Weeklies/bi-weeklies				
The Advocate (26X)	157.5	175.1	662.6	720.3
Army Times Military Group:				
Air Force Times (52X)	164.6	164.0	799.4	800.3
Army Times (52X)	195.0	161.3	771.6	778.6
Navy Times (52X)	216.1	176.0	888.2	874.2
The Blood-Horse (52X)	173.8	202.8	1,590.1	1,944.8
Capper's (26X)	17.7	35.3	120.6	173.1
Commonweal (22X)	16.2	16.7	40.4	36.5
Golf World (43X)	85.5	105.2	584.7	502.7
Grit (52X) A.	25.1	30.9	149.8	153.8
National Journal (50X)	80.8	87.0	333.5	340.7
National Review (25X)	38.5	30.1	186.1	154.6
New Republic (48X)	42.6	38.7	185.6	180.1
New York Magazine (50X)	311.3	331.0	1,261.5	1,228.1
New Yorker	208.4	237.1	950.1	974.3
Newsweek (52X) A.	265.5	203.2	1,007.7	990.2
People (52X)	402.8	304.5	1,446.0	1,391.6
Rolling Stone (25X)	159.7	113.2	702.1	582.1
Sporting News (52X)	53.9	62.5	252.1	265.3
Sports Illustrated (52X) A.	297.6	218.7	1,289.0	1,061.4
Time (52X) A.	249.6	214.4	1,023.5	1,019.1
Travelhost (52X) C.	3,061.5	3,012.0	14,904.0	14,751.0
TV Guide (52X) A.	261.3	339.5	1,580.7	1,599.4
US Magazine (26X)	74.4	68.5	255.6	247.4
U.S. News & World Rpt. (52X)A.	181.1	175.0	748.8	653.1
Total Group	**6,770.5**	**6,502.8**	**31,733.5**	**31,422.8**
% change	**4.1%**		**1.0%**	

NOTES: (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. All figures represented in this table are supplied by the magazines. Ad Age makes no attempt to verify them and therefore is not responsible for inconsistencies or errors.

Radio downplays ratings in New Age

By LAURA LORO

New Age radio is breaking with tradition again—this time with its approach to advertisers.

The eclectic format has emerged as a viable alternative for advertisers targeting upscale audiences. But because the stations don't garner high ratings, they court advertisers through less traditional means: qualitative audience information and customized radio spots.

The format—a combination of fusion jazz, instrumental and soft rock music—has been adopted by 35 stations in the U.S., primarily in major markets including Chicago, Cleveland, Detroit, Los Angeles, San Diego and San Francisco.

"It is fairly experimental . . . but it's already identified a verifiable need" for an alternative format, said Mark Ramsey, research director at Bolton Research.

An analysis of 11 New Age stations conducted by Cody/Leach Broadcast Architecture, a Princeton, N.J.-based research company, found the average Arbitron Ratings Co. rating to be a 2 share among listeners 12 and older. In larger markets, a 7 or 8 share is considered strong.

"If [New Age stations] use numbers, they have a problem. Numbers don't tell their story," said Susan McAnally, media buyer for N W Ayer, Los Angeles. "It's a unique, specialized format that doesn't show up in the book."

The stations "have trouble meeting cost per point; it's more a conceptual buy," and stations are apt to lose out on mass-appeal buys, she said.

New Age "will never be a top five or six station," added Jim Duncan, publisher of *American Radio*, an industry publication.

Still, New Age stations offer a quality audience: upper-income, highly educated adults ages 25 to 54. They also generally air only eight spot breaks per hour, compared with 10 or 12 for contemporary hit stations.

But the exclusivity of the audience has posed problems by removing the stations from consideration of the biggest mass-market advertisers.

The most ad dollars for New Age have come from airlines, banks, high-end car dealers, posh retailers and beer and wine marketers.

To woo advertisers, some stations produce spots free, tailored to the format. About half the local advertisers have Chicago station WNUA-FM produce spots at no charge, said Michael Donovan, VP-general manager.

"It is in the advertiser's best interest to design spots targeted to the environment. People won't accept things that are incongruent, and stations don't like seeing listeners jarred," Mr. Ramsey said.

For example, local car dealers often believe the louder the spot the better, but that's inappropriate for the format, Mr. Donovan said.

WNWV-FM discourages hard-sell spots, said Charlie Schnell, general sales manager at the Cleveland station. For example, he persuaded a waterbed retailer to alter its commercial from an aggressive price-oriented pitch to a discussion of relaxation teamed with soothing water sound effects.

Many stations themselves strictly control the type of advertising they accept. Allan Chlowitz, VP-general manager at KTWV-FM, Los Angeles, considered the prototypical New Age station, has rejected spots that clashed with the mellow format. But he wouldn't elaborate on which spots were rejected.

The approach seems to be working.

"We are doing better [in ad revenues] in our first 15 months than we were with album-oriented rock," Mr. Chlowitz said. He wouldn't disclose figures. Mr. Duncan estimates KTWV earns about $1 million a month in revenues.

KTWV posted a 3.7 share of listeners ages 25 to 54 in Arbitron's winter 1988 survey, up from a 3.6 share for fall 1987. The fall survey was from Sept. 24 to Dec 16; the winter survey ran from Jan. 7 to March 30.

WNUA in Chicago earned a 2.3 share in Arbitron's winter survey, down from a 3 share. But cash sales for April 1988 were up almost 250% compared with the year before, when the station was classic rock-formatted WRXR-FM, according to the Chicago Area Broadcasters Radio revenue report.

WNWV's billings are 2½ times better than a year ago, when the station was heavy metal WCZR-FM, said Gary Kneisley, general manager.

The growth of the format also can be attributed to the growth of satellite distribution, as well as the entry of more and bigger players.

One distributor, Satellite Music Network, Dallas, expects to have 100 affiliates by 1990, up from its current nine (AA, Oct. 12).

Even with the help of ABC Radio, which sells time and is buying 20% of the Satellite Music Network, the music network's gross revenues for 1987 fell 5.1% to $14.9 million, compared with 1986. Ad revenues dropped 9% to $9.47 million.

Progressive Music Network, Minneapolis, has added 16 affiliates since introducing its satellite format, The Breeze, in September. It soon will add nine more. Its first affiliate, KEYF-FM, Spokane, Wash., posted a 4.5 share in Arbitron's fall 1987 survey, up from 0.9 in the previous survey when it featured older adult contemporary programming.

Jack Moore, president-general manager, has upped original estimates of 60 affiliates at the end of three years to 80 in two years.

Some speculate New Age may go the way of disco music. "I worry that it is a trend or a fad and that it may go by the wayside," Ms. McAnally said.

But others disagree. "This music has been around for 12 years," said Frank Cody, formerly program director of KTWV and now a partner in Cody/Leach. "It was not manufactured like disco. . . . This music will not go away."#

Top-rated New Age radio stations in U.S.

Station	Rating winter '88	Rating fall '87	Ad rate*
KOAI-FM, Dallas	2.7	2.8	N/A
WNWV-FM, Cleveland	2.5	1.0	$90-120
KTWV-FM, Los Angeles	2.4	2.3	$200-400
KKSF-FM, San Francisco	2.4	2.7	$180
KSWV-FM, San Diego	2.1	1.5	$90-125

*Cost of a 30 or 60-second spot during morning drive time.
Source: Arbitron Ratings Co.

'New Age' label stirs wave of puzzlement

PHILADELPHIA—A New Age station by any other name would sound . . . better.

That's the opinion of some stations having problems with the name "New Age." Some listeners mistake New Age for New Wave, a brash style of rock music, and react negatively, said Michael Donovan, VP-general manager, WNUA-FM, Chicago. He said the station tries to explain its format with the ad theme "Music for a new age."

Other stations say the name doesn't effectively position them in the marketplace.

"We're not finding a negative connotation as much as it just doesn't describe us in a way that listeners hold onto," said Gailya Silhan, VP-general manager, KOAI-FM, Dallas.

Perhaps most worrisome is the association with "New Age" mysticism, which has been popularized by Shirley MacLaine.

As stations try to distance themselves from negative associations, other descriptions are taking hold. The most widely used is "Soundtrack," as in "Soundtrack for southern California" at KTWV-FM.

Other stations sidestep the problem by eschewing all classifications and tout their entertainment as "The new way to relax" and "Stressless music for a stressful life."

Dave Kendrick, general manager of KKSF-FM, San Francisco, said he prefers "new adult contemporary," which he said is much more acceptable to advertisers.#

—*Laura Loro*

Goodwill Games face ad hurdle

By JO BETH McDANIEL

ATLANTA—With about two years to go before the 1990 Goodwill Games in Seattle, Turner Broadcasting System has no sponsors, no ad contracts and no athletes—just 85 hours of programming planned for a 17-day stretch.

No problem.

Two years before the 1986 Goodwill Games, the event was still just an idea in the fertile mind of Ted Turner. Forging an agreement with the Soviets for their participation took most of 1984 and 1985, leaving just 11 months to organize for opening day in Moscow.

"A lot of people didn't know about the Games in 1986," said Ellen Stone, TBS sales and marketing manager for the Goodwill Games. "It all happened so fast and furious."

TBS lost $26 million on that first version of the Goodwill Games.

Yet in early May, despite the company's well-publicized billion-dollar debts, TBS extended its commitment to the Games, announcing plans to hold them in 1994 and 1998 (AA, May 16).

TBS had committed to the 1990 Games back in 1985.

Company executives expect to break even or make a small profit on the 1990 event.

TBS is running through yearend in marketing and sports trade magazines a series of seven print ads promoting the Games and plans to increase advertising during 1989 and 1990.

Its ad budget for the Games is more than $10 million, including the airtime for promotions on TBS' Cable News Network, CNN Headline News and WTBS, said Farrell Reynolds, president of TBS Broadcasting Sales, a TBS division.

Executives say most of the problems of the first Games have been corrected.

This time, there's more time to organize: Eleven months wasn't long enough to woo and sign sponsors, Mr. Reynolds said.

"Sponsors need at least 18 months in order to plan promotional backups. Look what Kodak and Federal Express have done with the Olympics. They're on the air with tie-ins eight to 12 months prior to the event," he said.

It was also difficult to sign cable systems to carry the 1986 Goodwill Games. "Finding stations that could clear 129 hours was difficult at best," he said.

Because of that hurdle, the Games were syndicated to independent stations, diluting the ratings.

"The ones we got . . . weren't always the strongest stations in the market," Mr. Reynolds said.

The event's disappointing 3 rating from A.C. Nielsen Co. was due to problems that won't exist this time around, he said, including the fact that in 1986, all the live coverage aired in daytime.

He said the company expects between a 7 and an 8 rating this time.

The 1990 Games will be shown exclusively on cable TV. Already, at least 20 major cable systems, reaching more than 20 million homes, have signed up to carry the feed, paying about $1 per subscriber.

TBS is seeking $50 million in sponsorships and advertising for 1990, more than double the $20 million in advertising from the 1986 Games. Sponsorship packages of $4 million, $5 million and $6 million will include 30-second TV spots, promotional tie-ins, category exclusivity and hospitality packages including tickets and hotel rooms.

Plenty of venue advertising will be available at the Goodwill Games.

"Ideally, we'd like every sport to have its own sponsor," Ms. Stone said. "Realistically, we hope to get 10 to 15 major sponsors. They don't necessarily have to align themselves with a sport."

While Ms. Stone expects to sign the first sponsor by mid-August, no advertiser from the 1986 Games—including Gillette Co., Prudential-Bache Securities and Stroh Brewery Co.—has made a commitment to the 1990 Games.

The Seattle-based organizing committee also is rounding up local and regional sponsors, and TBS is urging cable systems to develop grass-roots promotions.

TBS recently hired sales-promotion agency Frankel & Co., Chicago, to "approach potential sponsors, show them the whole big picture a sponsor can take advantage of," Ms. Stone said.

Despite finishing in the red, Ms. Stone said that the 1986 Goodwill Games were a success: Six world records were broken; TBS won four Emmys from the telecast, including one for largest remote ever produced; and it was the first time in 10 years that Soviet and U.S. athletes competed in such a broad range of events.

"A lot was made of the company losing $25 million in 1986," Ms. Stone said. "If you looked at any major sporting events in their first years, they wouldn't be anything like they are now. We're hoping to turn this into something great."#

AA gala is today

NEW YORK—Leo Burnett Co., Chicago, along with other winners of ADVERTISING AGE awards, will be honored at a gala entertainment and dinner salute here today.

The program at the Waldorf-Astoria will celebrate Burnett as AA's Agency of the Year (AA, May 2). Also, John C. Smale, chairman-ceo of Procter & Gamble Co., AA's Adman of the Year, and Tokyo-based Dentsu, AA's International Agency of the Year, will be honored.

Details are available through the AD AGE Communications Department, 220 E. 42nd St., New York 10017. Phone: (212) 210-0209; Fax: (212) 867-9716.#

TV ad spending in sports shows does high jump

NEW YORK—Ignited by the Winter Olympics on ABC-TV, advertising on network sports programming nearly doubled in the first quarter of 1988 compared with a year ago, says the Television Bureau of Advertising.

TvB figures showed that network sports advertising totaled $763.2 million for the January-to-March period, nearly double last year's $381.8 million.

Network sports programming made up 31.1% of all network TV spending in the first quarter, up from 18% for all of 1987.

The higher figures were due largely to high Olympic spending. Of the top 25 advertisers on network sports programming, only two—General Motors Corp. and United Air Lines—weren't Olympic advertisers.

Chrysler Corp. was the leading network sports advertiser, spending $60.2 million in the first quarter of 1988, a 410.2% increase from $11.8 million for the same period last year. Anheuser-Busch was second with $40.9 million, up 50%.

Rounding out the top five sports advertisers were GM ($33.7 million, up 15.8%), Philip Morris Cos. ($29.7 million, up 100%), and Ford Motor Co. ($20.7 million, up 491.4%).#

6/27/88

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June 27, 1988

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Ronald Reagan's legacy

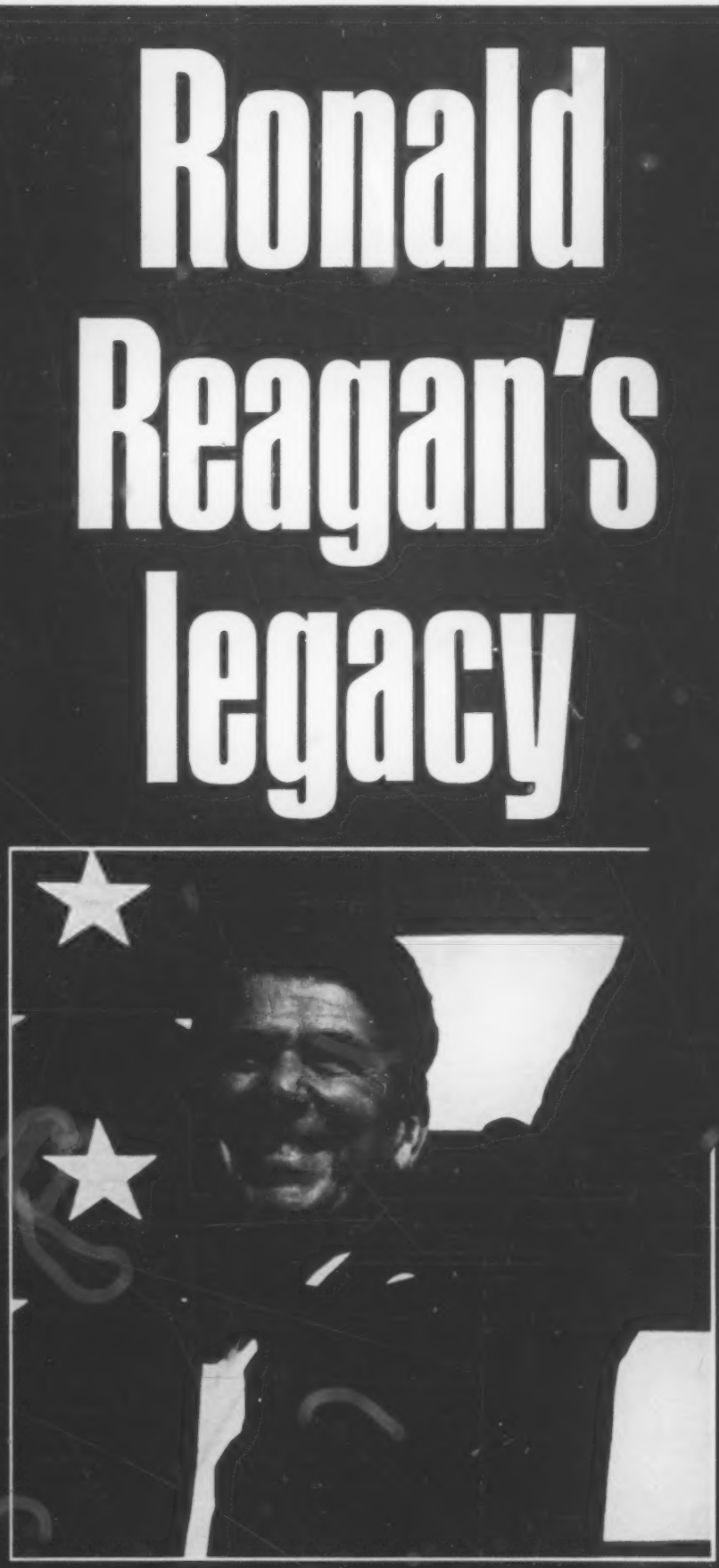


Image-making will never be the same. P. 3

AAF backs new PAC for industry

By STEVEN W. COLFORD

LOS ANGELES—The American Advertising Federation has taken a major step toward creating an industrywide political action committee for the advertising and media businesses.

The plan approved by the AAF board would support establishment of an independent PAC that wouldn't be linked directly to the AAF or any other existing industry group, federation officials said.

Executives at the Association of National Advertisers and the American Association of Advertising Agencies later may lend their support to the project but had no comment last week.

The AAF already sponsors its own political action committee, AD PAC. The ANA has authorized creation of a PAC

(Continued on Page 108)

Florida O.J. ads blasted

Campaign 'misdirected'

By JUDANN DAGNOLI

LAKELAND, FLA.—Orange juice may be just for breakfast, after all.

The Florida Citrus Commission's orange juice ad campaign is in trouble because Coca-Cola Foods, marketer of Minute Maid orange juice, believes the longtime "Not just for breakfast anymore" advertising is "not strategically sound" and aimed at "never-never land."

Some commissioners also blasted the advertising—and other efforts for grapefruit juice and fresh citrus—as sparks flew at what was to be a routine budget meeting here last week.

Saatchi & Saatchi DFS Compton, New York, handles the orange juice and grapefruit juice business for the commission, representing $18.2 million and $6.7 million in spending, respectively, while Fry/Hammond/Barr, Orlando, handles the $6 million fresh-citrus business.

Those figures represent budget increases for 1988-89 ap-

(Continued on Page 108)

INSIDE:

'Emperors of Adland':
How Jacoby 'unloaded' Bates—P. 44

AD AGE ranks 100 leading
media companies in U.S.—P. S-1

June 27, 1988

Advertising Age®

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Parched products

Drought threatens a shift in media budgets

An Advertising Age roundup

The drought plaguing the nation's farmers probably won't shrivel up marketing dollars any time soon. But if it persists, there could come a dry spell in product introductions and media spending by food companies forced to pay more for commodities.

At the very least, the drought may mean a rejiggering of marketing budgets to accommodate higher retail prices.

Diamandis Communications Inc.'s *Woman's Day* already has felt the heat, said Gregory Coleman, VP-national sales manager.

"The drought has meant a short-term reaction here," he said. "We've seen some [media] budgets cut—not because of a low supply of the product but because the company is concerned about overall profitability. We are hearing lots of question marks from food producers in the Midwest."

Media buyers reported scattered cutbacks by food marketers, hedging their bets by trimming third and fourth-quarter spot TV buys.

"We're already seeing some cancellations of advertising. As commodity prices go up, some companies can't follow directly by raising prices," said Hal Katz, exec VP, Vitt Media International, a New York-based buying company. "To preserve margins, advertising is being pulled."

Mr. Katz wouldn't say which companies are pulling advertising, citing client confidentiality.

Media sources said CPC International's Best Foods division has trimmed substantially its fourth-quarter spending for Hellmann's mayonnaise.

Soybean oil is a key ingredient for salad dressings, oils and shortenings.

Most major food marketers—including Campbell Soup Co., ConAgra, General Mills, Kellogg Co., Quaker Oats Co. and Ralston Purina Co.—though concerned, remain staunchly committed to their new-product plans and high levels of ad spending.

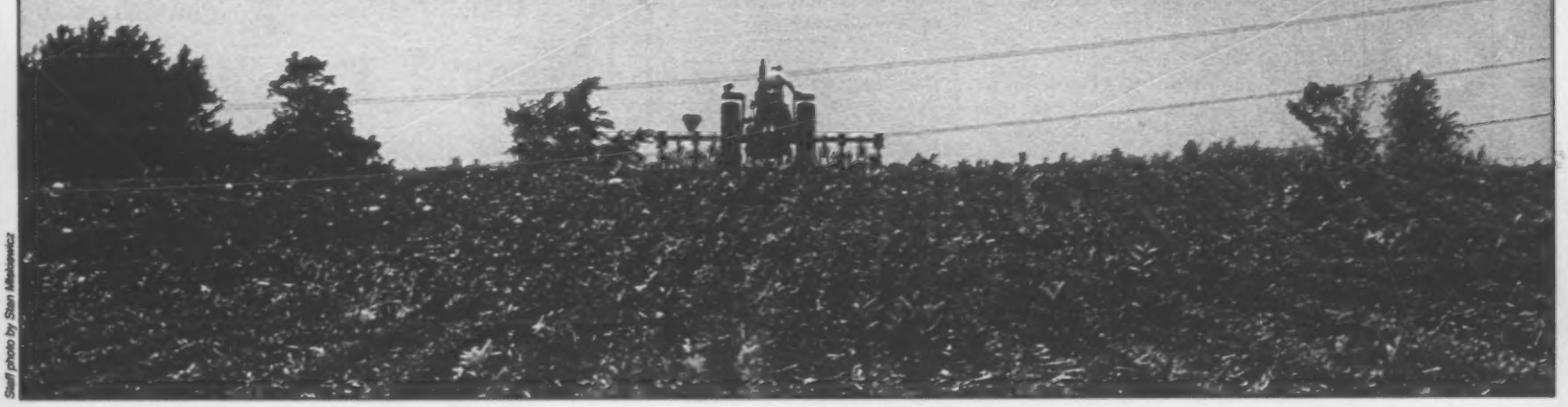
"We haven't seen any effect on marketing yet," said Howard Liszt, exec VP-general manager at Campbell-Mithun, Minneapolis, which handles General Mills, Land O'Lakes and Cargill.

"We'll know a lot more in a month," he said, "but I don't think even increased costs of crops would affect food marketers' support of their brands or would cause them to delay the introduction of new products. They'd let margins suffer first."

A Campbell spokesman said the company wouldn't have to decide on advertising or marketing cutbacks until late this year or early next year. Even then, he said, Campbell would prefer to cut costs in other areas.

"The problem is that there isn't a recent precedent to

(Continued on Page 107)



Staff photo by Stan Misiewicz

Last Minute News

DDB Needham takes Cannes Grand Prix

CANNES, FRANCE—DDB Needham Worldwide's London office took the Grand Prix at the International Advertising Awards Film Festival. The winner was a 60-second spot for Volkswagen Passat called "Launch II." Gary Cox was the creative director, Gary Walton was art director and David Garfath was director. Production was done by Paul Weiland Film Co., London. The U.S. won 11 Gold Lions, 21 Silver Lions and 18 Bronze Lions, its best performance in recent memory. The U.K. took eight gold, 14 silver and 11 bronze. The Soviet Union won a bronze for its first Cannes entry. After winning the Grand Prix last year, Japan came in with two gold, one silver and 10 bronze. The U.S. Gold Lion winners were Leo Burnett USA for Heinz ketchup, Cheer detergent and United Airlines; Hal Riney & Partners for Bartles & Jaymes; Fallon McElligott for Conran retail stores; Chiat/Day for NYNEX Corp.; W.B. Doner & Co. for 7-Eleven Stores; Levine, Huntley Schmidt & Beaver for U.S. Healthcare; BBDO Worldwide for Apple Computer; Ogilvy & Mather for Media-Advertising Partnership for a Drug-Free America; and HutchesonSchutze for South Carolina Federal *(see related stories on Page 106).*

'Sport' going to Petersen Publishing

LOS ANGELES—Petersen Publishing Co. this week will buy *Sport* from Sport Magazine Associates, sources close to the negotiations say. The monthly, founded in 1946, is the oldest mass-market sports magazine.

WPP says Y&R exec knew of walkout

NEW YORK—WPP Group lawyers last Friday produced what they said was the Oct. 9, 1987, page from Young & Rubicam Exec VP-Chief

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Coke takes Pepsi's challenge to the TV nets

Cola wars return with a diet fight

By PATRICIA WINTERS and PATRICK McGEEHAN

Pepsi-Cola Co. opens a new round in the cola wars tonight with a taste-test "challenge" commercial claiming victory for Diet Pepsi over rival Diet Coke.

Coca-Cola Co. has taken the challenge and late last week asked the three TV networks not to run the spot.

Pepsi's planned summerlong campaign—claiming "Americans preferred the taste of Diet Pepsi over Diet Coke 55% to 45%"—starts with a new spot featuring heavyweight boxing champ Mike Tyson. It will air tonight during a 9 p.m. (ET) "roadblock" on all three networks.

"Our research continues to show that Diet Coke beats Diet Pepsi," said Carlton Curtis, Coca-Cola spokesman. "We just aren't going to let these kinds of claims go unchallenged."

He said the networks "accepted" Coca-Cola's protest and are looking at test results from both companies before deciding. The process normally takes about two weeks, he said.

The networks couldn't be reached for comment at press time, and Pepsi said its new effort will break as planned.

The new Tyson spot leads into a network TV, radio and print campaign breaking June 28 that promotes the taste tests. The effort also includes nationwide in-store taste tests for consumers.

Tonight's 30-second spot shows Mr. Tyson in a post-fight interview telling reporters there was no question who was going to win the fight. It soon becomes clear Mr. Tyson is talking about Diet Pepsi beating Diet Coke, the category leader. BBDO Worldwide, New York, is the agency.

The spot will be broadcast before the Tyson-Leon Spinks bout, which is on closed-circuit TV, and will also air during the fight on closed-circuit.

The heavyweight battle in Atlantic City, N.J., is one of the more hyped matches in boxing history; Pepsi paid $3.5 million to be the exclusive sponsor. When

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Southbound

Dow plans regional magazine

By JOBETH McDANIEL

ATLANTA—Dow Jones & Co. is close to approving a 1989 launch of *SouthStreet*, a monthly regional business publication that would represent the company's long-anticipated move into magazine publishing.

Dow Jones has struggled in recent years with several prototype magazine projects, but all projects were put on hold in late November as its flagship newspaper, *The Wall Street Journal*, was hit by sagging ad linage following the Oct. 19 stock market plunge.

Those earlier plans included a national business magazine.

However, it has a prototype in hand of a regional business magazine to be based here. The magazine, which has been shown to several ad agencies, would be sent free to all Southeastern *WSJ* subscribers.

"It's an idea that's been kicking around for a while," said John Huey, the *Journal's* Atlanta bureau chief, who took a leave of absence to lead the team working on the *SouthStreet* prototype. "From an editorial standpoint, there's a demand for regionally tailored editorial."

Dow Jones has been showing great interest in magazines. Late last year, it took a minority interest in Mediatex Communications Corp., publisher of *Texas Monthly*.

If *SouthStreet* is approved by Dow Jones, the color,

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TLK opens up int'l route with French shop

By SCOTT HUME and CLAIRE WILSON

Tatham-Laird & Kudner Chairman-CEO Charlotte Beers got what she wanted last week. It remains to be seen, however, whether the agency got what it needs.

Chicago-based TLK finally tied the knot with France's RSCG Corp., after flirting with almost every major multinational agency network as well as such independents as Chiat/Day and Hill, Holliday, Connors, Cosmopulos.

Under terms of the deal, Ms. Beers becomes a fifth owner of RSCG. TLK President William Youngclaus and Chief Creative Officer Ralph Rydholm also get a cut of the RSCG action through ownership shares.

In turn, RSCG founders Bernard Roux, Jacques Seguela, Alain Cayzac and Jean-Michel Goudard become "significant" partners of TLK.

The combination of TLK's perhaps $250 million in billings with RSCG's $1 billion-plus creates a network that ranks approximately as the world's 19th-largest agency group.

"We have had an exchange of ownership," Ms. Beers said in an interview in Cannes, France, where she was attending the International Advertising Awards Film Festival. "They are a French corporation, and we are a partnership. A good part of the time was spent working out how we could make the exchange in an equitable way."

An affiliation between the two had been rumored for some time.

Ms. Beers declined to reveal details, but a source who's had acquisition discussions with RSCG noted the Paris-based agency wouldn't take less than a majority share in any deal it might have made in the U.S.

Ms. Beers and Mr. Seguela both will hold the title of vice chairman of RSCG.

She's said to have turned down

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Pillsbury puts heat on Ayer

Burger King sales down 2%

By SCOTT HUME

N W Ayer's honeymoon on the $200 million Burger King account, if it ever had one, is over.

In fact, it may not be a $200 million account much longer.

There are new postnuptial agreements, and Ayer's advertising is certain to be more closely scrutinized by Burger King parent Pillsbury Co. and nervous BK executives. Pillsbury last week expressed disappointment with the agency's "We do it like you do it" campaign, and financial analysts suggest it may force Burger King Corp. to place more dollars in promotion while trimming media spending through Ayer.

The sudden resignations last week of J. Jeffrey Campbell, 44, chairman of Pillsbury's Restaurant Group, and Kyle Craig, 40, chairman-ceo of its S&A Restaurant Group, are indicative of Pillsbury's new, tougher mood.

One Pillsbury source said Mr. Campbell "was the buffer between the restaurant people and agencies, and the hard-nosed, flour-processing guys in Minneapolis. With him gone, it's not going to be easier for anyone on the restaurant side."

It was Messrs. Campbell and Craig who six years ago had BK on a sales roll with their "Battle of the Burgers" marketing strategy. Mr. Campbell was BK's president and Mr. Craig its senior VP-marketing.

But now they're out because New York-based Ayer's attempt to recreate those glory days by reviving the "flame-broiling beats frying" market position is falling flat.

Analysts put BK sales for the first quarter at least 2% below year-earlier levels.

Another source close to the company said that "the sheer size of the account" is "what's saving Ayer now." He said, "If this were a $25 million account, they'd be gone. But because it's $200 million, [Pillsbury Chairman William] Spoor has to stick with them and trust that they can get it together."

Charles Olcott, 41, has been promoted to president-chief operating officer of the chain's worldwide operations, taking over responsibilities previously held by Mr. Campbell.

Formerly president of U.S. operations, Mr. Olcott is the man who, with since-resigned Senior VP-Marketing R.J. Trutz, picked Ayer to replace J. Walter Thompson USA.

"The honeymoon's over," said John McMillin, food analyst at Prudential-Bache Securities. He made that assertion following criticism of Ayer's advertising by Pillsbury's chief financial officer, Roger Headrick, at an analysts' meeting in Minneapolis.

Mr. Headrick told the analysts BK would focus more on promotions while making changes in advertising. He said Ayer's copy needs to be "strengthened."

The "We do it" campaign hasn't produced the desired sales increases, Mr. McMillin said, because "it wasn't designed to help sales but to build a 'theme.' " He said that was a strategic mistake that will have to be corrected.

An Ayer spokesman said new BK commercials set to break this fall "will not represent a thematic change." He said the "We do it" theme "is beginning to get recognition and recall."

Jerry Siano, Ayer vice-chairman, said the executive changes are "a good thing as it relates to our relationship. It gives more focus and more responsibility to the guy who

(Continued on Page 107)

Leo Burnett's work for Marlboro, 7UP, Big Mac crowd roll of best-recalled ads

By SCOTT HUME

A lot of consumers noticed the Marlboro Man last month, but they may have looked at him a bit askance.

In the wake of U.S. Surgeon General C. Everett Koop's declaration that cigarette smokers are nicotine addicts, it seems only fitting that the world's most unrepentant cigarette smoker should appear on the list of the best-recalled advertising.

Philip Morris Cos.' Marlboro advertising, which took the No. 9 spot in May's top 10 list, last appeared on the monthly adWatch survey of best-recalled ads in March 1987.

With what age group did the Marlboro Man register the highest recall? Nearly half of those who said Marlboro was the first advertising that came to mind were 18 to 24 years old.

Also making a rare appearance among the top 10 last month (its last appearance was in August 1986) was 7UP. The Uncola continues to advertise under the "Feels so good comin' down" theme, with TV commercials featuring happy people dancing in the rain. That approach may have become even more memorable during the past month's drought across much of the country.

But 7UP's improved recall score likely was spurred by some much more positive news than that which helped Marlboro's score: On April 25, Seven-Up Co. began a $15 million-plus campaign for its new 7UP Gold soft drink (AA, April 25).

Leo Burnett USA, Chicago, is the agency for both Marlboro and 7UP, as well as for McDonald's Corp., which tied for No. 4.

Pepsi-Cola repeated as the best-recalled advertiser last month, followed by Coca-Cola, Anheuser-Busch's Budweiser/Bud Light; Ford; McDonald's; the California Raisin Advisory Board; Chevrolet; Miller Brewing Co.'s High Life/-Genuine Draft/Miller Lite trio; and Marlboro and 7UP.

AdWatch is a joint project of Advertising Age and SRI Research Center, Lincoln, Neb. Advertising awareness is measured by asking a nationally projectable sample to name the advertising that comes to mind both overall and in specific product categories.

Last month, 1,000 adults were polled by telephone.

While Marlboro and 7UP had dramatic increases in awareness, several other well-known brands suffered uncharacteristic declines.

One of those was McDonald's. Its advertising remained among the 10 best-recalled overall, but when the 1,000 respondents specifically were asked which fast-food advertising came to mind first, McDonald's share of first mentions was 41.3%.

Although still comfortably leading the category, that share is 4.8 percentage points below the 46.1% share it got in April.

McDonald's decline follows, but is not necessarily a result of, a subtle change in its TV and radio creative. New music backs its "Good time, great taste" theme for the first time in four years.

Rival Burger King Corp. didn't benefit from McDonald's decline: BK's first mentions totaled 13.2% in May, down 2.9 points from 16.1% in April. No. 3 Wendy's International rose slightly to 7.4% from 6.5%.

In the computer category, IBM Corp. lost some of the ground it gained in April. Its share of first mentions in the May survey was 20.4%, down 4.1 percentage points. In April, IBM's recall had jumped 6.8 points to a 24.5%.

Apple Computer remained the leader last month with a 28.1% share, up slightly from its 26.7% in April. AT&T Co. took the No. 3 spot with a 1.8% share, dislodging Radio Shack (1.7%).#

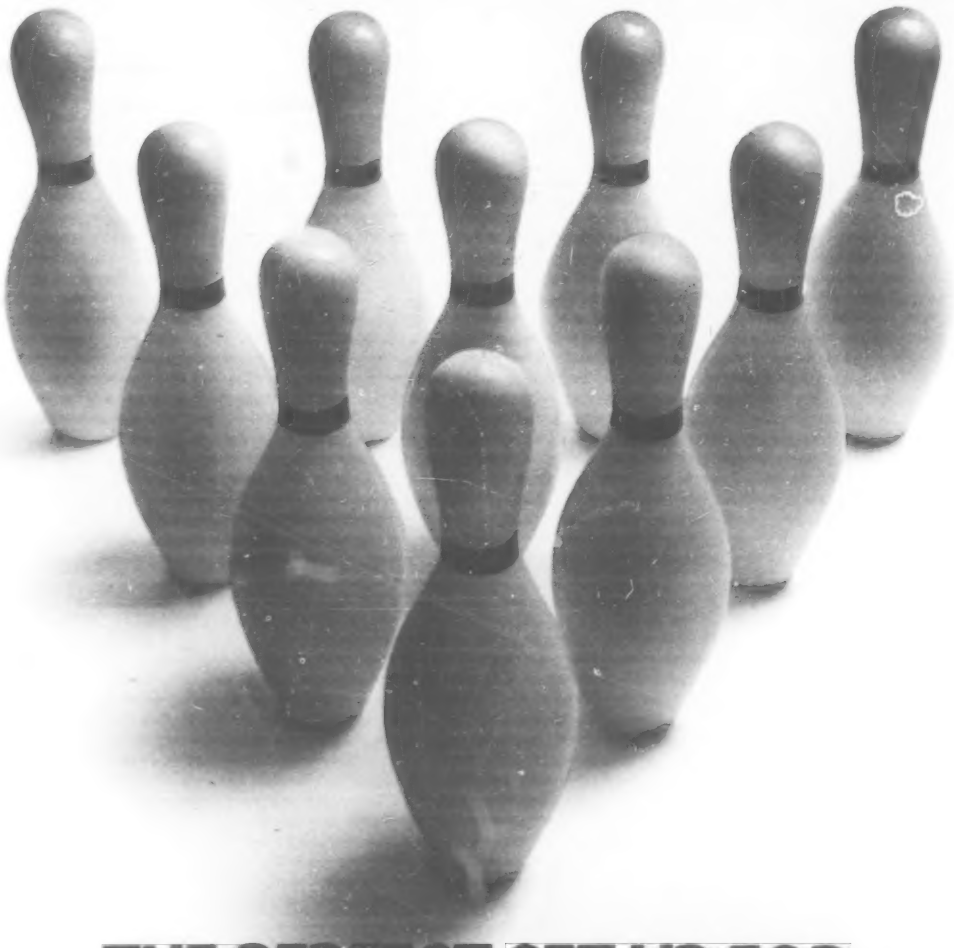
For more information, contact SRI Research Center, 301 S. 68th St. Lincoln, Neb. 68506. Phone: (402) 489-0351.

AdWatch survey of advertising awareness Top 10 in May

One thousand people were asked: Of all the advertising you have seen, heard or read in the past 30 days, which advertisement first comes to mind? Source: SRI Research Center, Lincoln, Neb.

Rank 5/88	Rank 4/88	Advertiser	Agency
1	1	Pepsi-Cola	BBDO Worldwide
2	3	Coca-Cola	McCann-Erickson
3	7	Budweiser/Bud Light	D'Arcy Masius Benton & Bowles/DDB Needham
4*	2	Ford	J. Walter Thompson USA
4*	6	McDonald's	Leo Burnett USA
6	4	California raisins	Foote, Cone & Belding
7	5	Chevrolet	Lintas:Campbell-Ewald
8	10	Miller/Miller Lite	J. Walter Thompson USA/Backer Spielvogel Bates
9	—	Marlboro	Leo Burnett USA
10	7	7UP	Leo Burnett USA

* Indicates a tie.



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